

ABSTRACT OF THE DISCLOSURE

In a mobile marketing system, a mobile marketing server generates and distributes content that is suitable to a behavior in a user terminal and a user attribute, based on an action log, which includes a positions of a processing target user terminal and times at which the processing target user terminal existed at that position, and an attribute of a user of the processing target user terminal. A distribution log, which includes content IDs of distributed content, identifiers of user terminals to which distribution was made, and times of the distributions is managed, and when a notification occurs from an analysis terminal of a request for analysis, analysis is performed of a change in a behavior of a user at the time of distribution of content having the content ID, based on the managed action log and distribution log.